

Message Text

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PAGE 01 SOFIA 01005 01 OF 03 131913Z
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TO SECSTATE WASHDC PRIORITY 2869
INFO USIA WASHDC

UNCLAS SECTION 1 OF 3 SOFIA 1005

STATE FOR CU/CPP, CU/EE
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E.O. 11652: NA
TAGS: OEXC, SPN, BU
SUBJECT: FY 78 COUNTRY PLAN PROPOSAL

REF: USIA CM-241, MARCH 15, 1977

THE CU SECTION OF FY 78 COUNTRY PLAN PROPOSAL FOLLOWS:

THE USIA SECTION IS SUBMITTED SEPARATELY. THIS PROPOSAL PRESUMES THE SIGNING OF THE BILATERAL CULTURAL-SCIENTIFIC EXCHANGES AGREEMENT AND PROGRAM DOCUMENT, POSSIBLY IN WASHINGTON IN JUNE BY LYUDMILLA ZHIVKOVA, CHAIRMAN, COMMITTEE FOR ART AND CULTURE, AND DEPARTMENT OF STATE OFFICIAL.

PART 1. THE RATIONALE.

A. U.S. INTERESTS IN BULGARIA, MOST RECENTLY STATED IN SOFIA 0584 (18 MARCH, 1977), HAVE BEEN LIMITED BUT ARE INCREASING WITH THE ANTICIPATED SIGNING (EXPECTED LATE SPRING 1977) OF THE CULTURAL/SCIENTIFIC EXCHANGES AGREEMENT AND THE PROGRAM DOCUMENT. BULGARIA'S IMPORTANCE TO THE UNITED STATES STEMS PRIMARILY FROM THREE FACTORS:
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PAGE 02 SOFIA 01005 01 OF 03 131913Z

(A) BULGARIA'S GEOGRAPHIC LOCATION ASTRIDE THE INCREASINGLY IMPORTANT LAND COMMUNICATIONS ROUTE CONNECTING EUROPE WITH ASIA; (B) ITS POSITION BORDERING ON TWO HETERODOX COMMUNIST STATES, YUGOSLAVIA AND ROMANIA, AND ON TWO MEMBERS OF NATO, GREECE AND TURKEY; AND (C) THE CONTRAST -- AND INTERPLAY -- BETWEEN THE SOVIET UNION'S RELATIONSHIP WITH LOYAL, RELIABLE BULGARIA

AND ITS UNSTABLE AND EVOLVING RELATIONSHIPS WITH MOST OF ITS OTHER EASTERN EUROPEAN SATELLITES.

THE U.S. OBJECTIVES IN BULGARIA ARE AS FOLLOWS:

1. BREAK DOWN THE INSULARITY AND PROVINCIALISM OF, AND BROADEN U.S. ACCESS TO, BULGARIAN LEADERSHIP AND SUB-ELITES; MAKE RELATIONS WITH THE U.S. OVER A BROAD SPECTRUM SO VISIBLE THAT THEY WILL BECOME A NORMAL FEATURE OF BULGARIAN RELATIONSHIP WITH THE WORLD OUTSIDE; AND IMPROVE BULGARIAN COMPLIANCE WITH THE TERMS OF THE ACT OF HELSINKI, PARTICULARLY WITH RESPECT TO FREER FLOW OF INFORMATION, REUNIFICATION OF FAMILIES, AND PROVISION OF ECONOMIC DATA.

2. DEMONSTRATE THAT AMERICAN CULTURAL AND SOCIAL LIFE WARRANT BULGARIAN INTEREST AND INTER-INVOLVEMENT.

3. ENCOURAGE EXPANSION OF TRADE WITH BULGARIA AND INTRODUCE LARGER COMPONENT OF U.S. INDUSTRIAL GOODS INTO THAT TRADE.

B. ACCESS TO OFFICIAL MOLDERS AND POLICY FORMERS CONTINUES TO BE TIGHTLY RESTRICTED BUT CONTACT AND OPPORTUNITIES HAVE BEEN IMPROVING. ACCESS TO MEMBERS OF THE CULTURAL AND EDUCATIONAL ESTABLISHMENT HAS BEEN MORE FREQUENT, PARTLY BECAUSE OF INCREASED OPPORTUNITIES PROVIDED BY THE PRESENCE OF AMERICANS IN BULGARIA, FEW THOUGH THEY ARE, AND BULGARIANS UNCLASSIFIED

UNCLASSIFIED

PAGE 03 SOFIA 01005 01 OF 03 131913Z

(IVS) TRAVELLING TO THE U.S. THESE HAVE ALSO PERMITTED GREATER SOCIAL CONTACT, WITH IMPRESSIVE BULGARIAN PARTICIPATION. THE SIGNING OF THE BILATERAL CULTURAL/SCIENTIFIC EXCHANGES AGREEMENT AND THE PROGRAM DOCUMENT SHOULD PERMIT SUBSTANTIALLY INCREASED BILATERAL ACTIVITIES AND BULGARIAN RECEPTIVITY TO A WIDER RANGE OF P&C ACTIVITIES. POST RECOMMENDS WE EXPLORE WITH GOB POSSIBILITY OF ESTABLISHING A FULLBRIGHT PROGRAM.

THE OPERATIONAL ENVIRONMENT IN BULGARIA PROBABLY WILL CONTINUE TO BE CLOSELY MONITORED AND CIRCUMSCRIBED BY OFFICIALS BUT CU-SPONSORED PROGRAMS WOULD CONTRIBUTE SIGNIFICANTLY TO THE POST'S ACHIEVEMENT OF ALL ITS OBJECTIVES, PARTICULARLY ONE AND TWO. WITHOUT DELUDING OURSELVES INTO BELIEVING THAT WE CAN CHANGE THE LEADERSHIP'S POLITICAL CONVICTIONS, WE DO BELIEVE THAT SUCH PROGRAMS AFFORD OPPORTUNITIES FOR BENEFICIAL INTERACTION AND COMMUNICATION WITH AN EVER-WIDENING SPECTRUM OF BULGARIAN SOCIETY, ESPECIALLY

WITH OUR TARGET GROUPS.

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PAGE 01 SOFIA 01005 02 OF 03 131411Z
ACTION CU-04

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TO SECSTATE WASHDC PRIORITY 2870
INFO USIA WASHDC

UNCLAS SECTION 2 OF 3 SOFIA 1005

FOR EXAMPLE, AMERICAN SPECIALISTS GIVE US, IN ADDITION TO A FORMAL LECTURE(S), OPPORTUNITIES FOR COLLATERAL ACTIVITIES (E.G. VISITS, INFORMAL DISCUSSIONS, SEMINAR), AND CONTACT WITH HIGHER-LEVEL OFFICIALS. PERFORMING ARTISTS CAN, IN ADDITION TO THE SCHEDULED PERFORMANCES, BE PROGRAMED FOR TALKS ABOUT THE CONTEMPORARY SCENE IN AMERICAN MUSIC OR DANCE, DEMONSTRATIONS, AND MASTER CLASSES OR WORKSHOPS. PUBLICATIONS WOULD BE LEGITIMATELY PRESENTED. THE POST WOULD FILE USINFOS ON THESE ACTIVITIES FOR VOA BROADCASTS; AND USIA'S REGIONAL PROJECTS OFFICE WOULD PREPARE ARTICLES FOR OUR QUARTERLY MAGAZINE SPEKTUR. WHEREVER POSSIBLE, WE SHOULD GO BEYOND THE TRADITIONAL EXCHANGES AND PARTICIPATE ACTIVELY IN SPORTS PROGRAMS, FESTIVALS, INTERNATIONAL CONFERENCES, SYMPOSIUMS, AND COMPETITIONS. ALTOGETHER, THEN, THE POTENTIAL ASSOCIATED WITH CU-SPONSORED PROGRAMS IS GREAT AND ONE THAT THIS POST IS PREPARED TO EXPLOIT.

C. THIS POST RELIES FOR ITS PUBLIC ACTIVITIES ON USIA PROGRAMS (E.G. EXHIBITS, VOA BROADCASTS, SPEKTUR MAGAZINE, AND OTHER INFORMATION EFFORTS), THE COMMERCE DEPARTMENT'S PARTICIPATION AT THE ANNUAL PLOVDIV INTERNATIONAL TRADE FAIR, AND ON CU-SPONSORED PROGRAMS. WE HAVE NO AID, PEACE CORPS, OR OTHER PRO-
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SOFIA 01005 02 OF 03 131411Z

GRAMS ASSOCIATED WITH MORE OPEN SOCIETIES, AND SOME OF OUR OTHER ACTIVITIES ARE SEVERELY RESTRICTED. THUS, CU RESOURCES FORM NOT ONLY AN INTEGRAL AND SUBSTANTIAL PART OF TOTAL EMBASSY EFFORT, BUT IN THIS STILL LARGELY-CLOSED SOCIETY ASSUME A MAGNIFIED IMPORTANCE.

PART II. COUNTRY PLAN PROPOSALS.

THIS POST SUPPORTS, AND WISHES TO PARTICIPATE IN, MULTI-REGIONAL PROGRAMS, SHARING COSTS, IN EFFORT TO AVOID AS MUCH AS POSSIBLE ONE-COUNTRY PROGRAMS. POST WILL ASK DEPARTMENT, AS OCCASIONS ARISE, TO SUPPORT BULGARIAN VISITORS TO US WHO SUPPORT OUR GOALS.

NOT LISTED IN THE CPPS BELOW BUT WHICH RECEIVE POST'S ENDORSEMENT ARE VARIOUS BILATERAL PROGRAMS: E.G. NAS-BAN; NSF-COMMITTEE FOR SCIENCE, TECHNICAL PROGRESS, AND HIGHER EDUCATION; IREX; YMCA; AND OTHER PRIVATE ARRANGEMENTS.

IN VIEW OF INCREASED OPPORTUNITIES IN BULGARIA, THIS POST REQUESTS A SUBSTANTIAL BUDGETARY INCREASE IN SUPPORT OF OUR PROGRAMS.

GOAL ONE: 02EE04; (2) BU; (3) 1; (4) MAINTAIN AN APPROPRIATE LEVEL OF EXCHANGES IN THE ARTS AND CULTURE. (5) PROJECT 1. CULTURAL PRESENTATION: MODERN DANCE -- E.G. ALVIN AILEY, PAUL TAYLOR DANCE CO., DANCE THEATER OF HARLEM, ELIOT FELD BALLTER CO. -- BUT NOT OVERLY AVANTE GARDE. REQUEST APPEARANCE IN TWO CITIES: SOFIA (3 CONCERTS) AND PLOVDIV (2 CONCERTS). (7) GRP, (8) GRP, (9) GRP, (10) GRP, (11) GRP, (12) GRP.

PROJECT 2. CULTURAL PRESENTATION: PROMINENT BLUES/POP, UNCLASSIFIED

UNCLASSIFIED

PAGE 03 SOFIA 01005 02 OF 03 131411Z

JAZZ OR ROCK GROUP FOR CONCERTS IN SOFIA, PLOVDIV AND, IF POSSIBLE, THIRD CITY; -- E.G. BONNIE RAITT, B.B. KING, CHICK COREA OR EAGLES. PROJECT 6. OUTSTANDING "AMATEUR" TEAM TO COMPETE IN "SOFIA CUP" (INTERNATIONAL) BASKETBALL TOURNAMENT (SPRING). PROJECT 13. CHAMBER MUSIC GROUP FOR "SOFIA MUSICAL WEEKS" (AY 78). LEVELS FOR PROJECTS 2, 6 AND 13: (7) 0, (8) GRP, (9) GRP, (10) GRP, (11) GRP, (12) GRP.

PROJECT 3. FIVE MONTH SCHOLARSHIPS FOR TWO BULGARIANS

FOR STUDY IN US IN FIELD OF ART AND CULTURE. (7) 0,
(8) 2, (9) 2, (10) 2, (11) 2, (12) 2.

PROJECT 4. ILLUSTRIOUS AMSPEC IN ARTS AND CULTURE
(E.G. DANCE).

PROJECT 5. IV GRANT FOR MULTI-REGIONAL PROJECT "THE
ROLE AND VALUE OF FOLK CULTURE IN SOCIETIES." LEVELS
FOR PROJECTS 4 AND 5: (7) 1, (8) 1, (9) 1, (10) 1, (11) 1,
(12) 1.

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PAGE 01 SOFIA 01005 03 OF 03 131435Z
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FM AMEMBASSY SOFIA
TO SECSTATE PRIORITY 2871
INFO USIA WASHDC

UNCLAS SECTION 3 OF 3 SOFIA 1005/3

PROJECT 7. LEADING AMERICAN COACH TO CONDUCT BASKET-
BALL CLINICS. (7) 0, (8) 1, (9) 1, (10) 1, (11) 1, (12) 1.

PROJECT 8. AMERICAN BALLET DANCERS TO PARTICIPATE IN
VARNA BALLET COMPETITION, SUMMER, 78 (BI-ANNUAL).

PROJECT 10. YOUNG OPERA SINGERS COMPETITION, SOFIA
SPRING, 1978.
LEVELS FOR PROJECTS 8 AND 10: (7) 0, (8) 1, (9) 2.

PROJECT 9. AMERICAN JURORS FOR INTERNATIONAL PERFORM-
ING ARTS COMPETITIONS IN BULGARIA.

PROJECT 14: GROUPS TO PARTICIPATE IN INTERNATIONAL
FOLKLORE FESTIVAL, BURGAS, YEARLY, SUMMER.
LEVELS FOR PROJECTS 9 AND 14: (7) X, (8) X, (9) X,
(10) X, (11) X, (12) X.

PROJECT 11: MICHIGAN STATE UNIVERSITY "ARTISTS IN
RESIDENCE" PROGRAM. (7) 2, (8) 2, (9) 2, (10) 2, (11) 2,
(12) 2.

PROJECT 12: "GOLDEN ORPHEUS" POP-SONG FESTIVAL,
SUNNY BEACH, ANNUAL, SUMMER. INDIVIDUALS, GROUPS AND
GUEST PERFORMERS. (7) 0, (8) 2, (9) 3, (10) GRP,
(11) GRP, (12) GRP.
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SOFIA 01005 03 OF 03 131435Z

PROJECT 15: INDIVIDUALS TO CHAMBER ORCHESTRA SIZE
GROUPS TO PARTICIPATE IN "MARCH MUSIC DAYS" (INTER-
NATIONAL), RUSSE, YEARLY. (7) 0, (8) 1, (9) 2, (10) GRP,
(11) GRP, (12) GRP.

GOAL TWO: 15EE01: PROJECT 1. AMERICAN UNIVERSITY LECTURER IN
THE CIVILIZATION, LANGUAGE, AND LITDPATURE OF THE U.S.
FOR FULL ACADEMIC YEAR. (FIRST FOR SOFIA UNIV.,
SECOND FOR VELIKO TURNOVO UNIV.). (7) 0, (8) 1, (9) 1,
(10) 2, (11) 2, (12) 2.

PROJECT 2. U.S. PROVIDE A SIX-MONTH RESEARCH SCHOLAR-
SHIP IN THE U.S. FOR A BULGARIAN SCHOLAR IN AMERICAN
STUDIES DURING THE PERIOD JANUARY TO JUNE , 1978.
(7) 0, (8) 1, (9) 1, (10) 0, (11) 2, (12) 2.

PROJECT 3. ONE, PREFERABLY TWO, FULBRIGHT LECTURERS
IN AMERICAN STUDIES AND LITERATURE. (10) 0, (11) 1,
(12) 2.

GOAL THREE: 02EE01: PROJECT 1. MINISTERIAL LEVEL IV GRANT
(30 DAYS). (7) 1, (8) 1, (9) 2, (11) 2, (12) 2.

GOAL FOUR 13EE02: PROJECT 1. AMERICAN SCHOLARS IN BULGARIAN
OR SLAVIC STUDIES TO PARTICIPATE IN THE SUMMER
SEMINAR IN BULGARIA FOR FOREIGN BULGARIAN OR SLAVIC
SCHOLARS. (7) 8, (8) 10, (10, (11) 10,
(12) 10.

GOAL FIVE 10EE01: PROJECT 1. IV GRANT FOR MULTI-REGIONAL
67-DAY "INTERNATIONAL TELEVISION PROJECT" AT SYRACUSE
UNIVERSITY.

PROJECT 2. IV GRANT FOR MULTI-REGIONAL 45-DAY PROJECT
"WOMEN IN BROADCAST INDUSTRY."
UNCLASSIFIED

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PAGE 03 SOFIA 01005 03 OF 03 131435Z

PROJECT 3. IV GRANT (FOUR-MONTH) FOR MULTI-REGIONAL
"INTERNATIONAL WRITING PROGRAM" AT UNIV. OF IOWA.
LEVELS FOR PROJECTS 1, 2 AND 3: (7) 1, (8) 1, (9) 1,
(10) 1, (11) 1, (12) 1.

GOAL SIX 04EE01: PROJECT 1. IV GRANT FOR MULTI-
REGIONAL PROJECT IN "INTERNATIONAL ECONOMIC AFFAIRS."
(7) 0, (8) 1, (9) 1, (10) 1, (11) 1, (12) 1.

PROJECT 2. IV GRANT FOR MULTI-REGIONAL PROJECT "SCIENCE,
TECHNOLOGY AND DEVELOPMENT." (7) 1, (8) 1, (9) 1, (10)
1, (11) 1, (12) 1.

PROJECT 3. SPECIALIST GRANT(S) FOR EMINENT AMERICAN
SPECIALIST(S) IN INTERNATIONAL ECONOMICS, SCIENCE AND
TECHNOLOGY. (7) 3, (8) 3, (9) 3, (10) 3, (11) 3, (12) 3.

GOAL SEVEN: 08EE01: PROJECT 1. U.S. TO PROVIDE A
LECTURER IN AMERICAN LITERATURE OR ENGLISH TEACHING
FOR THE SUMMER COURSES IN BULGARIA FOR BULGARIAN
TEACHERS OF ENGLISH. (1978). (7) 0, (8) 1, (9) 1,
(10) 1, (11) 1, (12) 1.

GOAL EIGHT: 04EE02: PROJECT 1. NOTED AMSPEC IN AGRO-
SCIENCE OR ANIMAL HUSBANDRY (E.G. DVM JOHN GORMAN)
(7) 0, (8) 1, (9) 1, (10) 1, (11) 1, (12) 1.

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